



Marketing Strategy Marketing Strategy

Overview

Prior to the establishment of PSAP, many viewed the two programs as completely separate components, dealing in the realms of their individual “parent” agencies, ST&IC and IEMA. However, an opportunity exists to capitalize upon intersecting interests by marketing the two agendas under one umbrella. Using a marketing approach, it became apparent that in effort to make an impact, we needed to “brand” the PSAP concept. Branding has now become a common term used in marketing and is essentially burning a company name or slogan into the minds of potential customers. Companies spend millions of dollars developing their brand image: they want you to recognize and associate their brands like the golden arches, check sign, GM, GE, etc. and associate it with a positive experience. In traditional government-driven initiatives, the marketing aspect isn’t necessarily emphasized. However, branding is one of the most valuable elements in an advertising theme. And, in order to help recruit companies—many large Fortune 500 businesses—Illinois needed an image/idea that could be branded into the consciousness of consumers (i.e., private sector companies). The idea also alleviates confusion in the corporate world as contacts are made from multiple government-sponsored private sector initiatives from areas such as public health or education.

The development and execution of integrated marketing plans encompassing activities such as advertising, web content and other online campaigns, public relations, support and more are pivotal to PSAP’s success. This strategy includes: an overhaul of the ITTF website; production of print material; participation in trade shows; articles in business publications; integration of a Blue Ribbon Committee to assist with business recruitment; strategic identification of sector-specific businesses; and hosting a statewide forum to formally introduce PSAP and its programs to Illinois’ business communities. This summary includes some brief information specific to this strategy.

It is believed that Illinois is the first in the nation to unify two programs involving private/public sector partnership for both intelligence/information sharing and emergency preparedness.

With this principle in mind, the mission of Illinois' PSAP was born: *"An Enterprise Beyond the Resources of Any One Member."* Law enforcement and public safety tend to place this burden entirely upon its own shoulders. Recent history has proven this isn't practicable; the private sector has a variety of resources and has moved beyond reliance solely on government. Proactively reaching out to the private sector and building a relationship of trust is the only way to ensure conduits of information are open and available to enhance prevention and preparedness. A tag line of *"Partner. Prepare. Protect. Get Plugged In."* was also developed to simply illustrate the need to unite cross-sector partners for this vital common cause.

PSAp Web Page Redesign and Product Branding

Redesign of the existing web page located at www.ready.illinois.gov/ittf/private_sector is underway in order to enhance the site's layout and graphics, and add new pages in order to create a more professional look and feel in effort to attract private companies/organizations to the initiative.

Deliverables include: branding of the PSAP, ISA and MAR2N programs through redesign of the three existing logos; and, overhaul of the existing website utilizing cleaner and easy to use User Interface, retaining the ability to customize content including upstates, web links and video content. An interactive introduction with the motto of "Partner. Prepare. Protect." and a banner with a tagline of "an Enterprise Beyond the Resources of Any One Member" will also be included.

Statewide Kick-Off Meeting

The organization of a kick-off meeting is in the preliminary stages of development. The meeting will convene public agency and business stakeholders in a forum to officially launch the PSAP and discuss methodologies and opportunities for initiating additional and expanding existing public/private partnerships. Support by Motorola Corporation has been identified as a possible hosting entity from their headquarters in Schaumburg.

Possible objectives:

- 1) A forum to project the overall direction and mission of how the State envisions homeland security oriented public-private partnerships.
- 2) A vista for Illinois' distinctive approach for public-private sector collaboration.
- 3) An opportunity to showcase the programs (ISA and MAR2N) that comprise the Private Sector Alliance Project.
- 4) An occasion to acknowledge existing public-private partnership platforms.
- 5) A challenge to establish Illinois as a center for excellence regarding these types of partnerships.
- 6) A prospect to encourage business to edify employees for homeland security preparedness at home and well as work.